

Sub-Zero & Wolf Launch New Display at Harrods

Luxury kitchen appliance brands Sub-Zero & Wolf have just launched their stunning new display in the iconic Knightsbridge department store, Harrods', on the 2nd floor gourmet kitchenware department. Staffed 7 days a week by a dedicated Sub-Zero & Wolf specialist, this is the go-to destination for making your luxury appliance-purchasing decisions.



Offering consumers the chance to be among the very first to see Sub-Zero & Wolf's cutting edge 'New Generation' range of appliances - the largest product roll-out in the brands' 68 year history - this beautiful display also showcases Sub-Zero & Wolf's hero products such as Sub-Zero's PRO48 fridge/freezer (recently featured in the Sunday Times Magazine) and Wolf's Dual Fuel range, complete with unmistakable trademark red knobs, (black and stainless also available), loved by celebrity and professional chefs such as James Martin, Richard Corrigan, Jamie Oliver and Shaun Rankin to name just a few.



Sub-Zero's PRO48 Fridge/Freezer £24,475 inc VAT



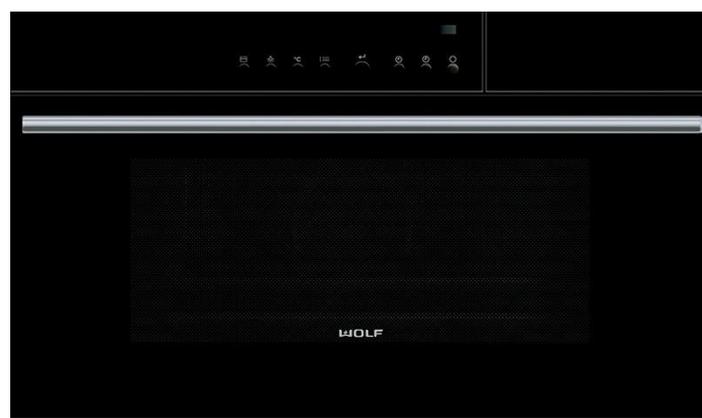
Wolf's ICDF484CG Dual Fuel Range £16,100 inc VAT

Set within SieMatic's classic Beaux Art and contemporary S2 furniture, this breathtaking display contains Wolf's brand new One Touch Coffee System featuring customisable brew strengths and cup sizes along with refrigerator-safe milk frother with adjustable settings for cappuccino, latte and macchiato, plus auto-timers to create the perfect wake up coffee in the morning.



Wolf's One Touch Coffee System from £3,062 inc VAT

Wolf's new to market 51 litre capacity Convection Steam Oven, more than 25% larger than other brands on the market, is complete with 10 cooking modes, including Wolf's Gourmet automatic mode which uses a climate sensor to adjust time, temperature and humidity for ideal results with no guesswork. An easy access, large water reservoir offers up to 90 minutes continuous steaming, complete with solid and perforated pans, 2 oven racks and a temperature probe to remove guesswork from cooking times for perfect results every time. Available in both classic stainless steel and contemporary black glass finishes.



Wolf's Convection Steam Oven £4,937 inc VAT

Sub-Zero's sleek new integrated range of refrigeration features the all-new line up of column refrigeration in 610mm and 762mm versions, with 457mm and 914mm later in the year. With its space-age Air purification system based on technology developed for NASA to remove odours, bacteria and ethylene gas, vastly extending the life of fresh food, along with nano-retention spill-proof glass shelving, this range of refrigeration is A+ rated and home automation compatible - currently the only appliance brands on the market that are able to

synch with high tech systems such as Crestron and Control4. The internal water dispenser – an industry first – offers convenient filtered, chilled water without the need for an external dispenser, maintaining the sleek elegant exterior lines of the unit.



Sub-Zero's ICBIC-30R column refrigerator and ICBIC-30FI Freezer £8,070 inc VAT Each

Refrigerated drawers in 762mm widths offer convenient, easy access addition refrigeration for island or under-counter use and also include the Air Purification System, based on NASA technology. Combination drawers are also available and include one fridge and one freezer drawer along with an automatic ice-maker. 914mm versions will be available early 2015. Available in either classic stainless steel, as a counterpoint to adjacent cabinetry or to disappear behind your choice of cabinetry, offering a sleek, discreet 'anywhere refrigeration' option for any room in the house, including study, den, media room or even a luxurious bathroom.



Sub-Zero refrigerated drawers from £5,350 inc VAT Wolf Professional Gas Cooktops from £2,237 inc VAT

Wolf's new Professional style gas cooktop is also included in the display, featuring the most powerful cooktop burner ever – 5.3kW. With dual stacked sealed burners for the utmost control from searing heat and fast boiling to the merest breath of flame via Wolf's exclusive 'simmer' and 'melt' settings for melting chocolate and holding delicate sauces.

Whatever your style of cooking, Sub-Zero & Wolf truly are - an Investment For Life - as not only do they offer unrivalled performance, good looks and reliability; designed and tested to last at *least* 20 years - as the registered owner, if you move home, we promise to collect, refurbish and redeliver your Wolf range cooker or Sub-Zero built-in refrigeration and wine storage to your new home - completely free of charge!

Now that really is An Investment for Life!

** Ends **

For high-resolution images or further press information please contact Juliette Raine
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About Sub-Zero and Wolf

Founded in 1945 and headquartered in Madison, Wis., Sub-Zero, Inc., is the leading manufacturer of American-made luxury refrigeration, freezer and wine storage products. Specializing in food preservation, Sub-Zero pioneered the concept of dual refrigeration and prides itself on being the first company to store frozen foods at ultralow, "sub-zero" temperatures. In 2000, Wolf Appliance, Inc., the premier maker of ranges, ovens, cooktops and grills, was acquired by Sub-Zero, establishing the brands as corporate companions and kitchen soul mates. In its third generation of family ownership, the privately held company also operates manufacturing facilities in Fitchburg, Wis., and Goodyear, Ariz. Both brands are continually recognized for the highest achievements in refrigeration and cooking innovation and customer satisfaction. For more information about Sub-Zero and Wolf, visit subzero-wolf.co.uk or follow us on Facebook at facebook.com/subzerowolfuk or Twitter at [@subzerowolfuk](https://twitter.com/subzerowolfuk) For Sub-Zero and Wolf customer service, call 0208 418 3877